



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

Contract Agreement Between:

CONTRACT

| | | | |
|--------------------------|------------------|-----------------------|-------------------|
| Contract / Revision | | Alt Order # | |
| 378743 / | | | |
| Product | | | |
| Carl DeMaio for Mayor | | | |
| Contract Dates | | 10/22/12 - 10/28/12 | |
| Estimate # | | C22C28 | |
| Advertiser | | Carl DeMaio for Mayor | |
| Original Date / Revision | | 08/09/12 / 08/09/12 | |
| Billing Cycle | Billing Calendar | Station | Account Executive |
| Cash/Trade | Cash | KSWB | House House |
| EOM/EOC | Broadcast | Station | Sales Office |
| Cash | | | San Diego KSW |
| Special Handling | | | |
| Demographic | | | |
| Adults 35+ | | | |
| IDB# | Advertiser Code | Product Code | |
| Agency Ref | Advertiser Ref | | |

And

Del Cielo Media
10755 Scripps Poway Parkway
Suite #550
San Diego, CA 92131

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------------------------|----|------------|----------|-------------------------|----------------|---------|--------|------------|------------|------|-------|-------------|
| N 1 | 5 | 10/22/12 | 10/26/12 | M-F 4p-5p | 4p-5p | | :30 | 5 | \$175.00 | NM | 5 | \$875.00 |
| Week: 10/22/12 10/28/12 11111-- | | | | | | | | | | | | |
| N 2 | 5 | 10/22/12 | 10/26/12 | M-F 7a-9a | 7a-9a | | :30 | 5 | \$275.00 | NM | 5 | \$1,375.00 |
| Week: 10/22/12 10/28/12 22222-- | | | | | | | | | | | | |
| N 3 | 5 | 10/24/12 | 10/25/12 | World Series on FOX | 430p-730pm | --WT--- | :30 | 2 | \$3,400.00 | NM | 2 | \$6,800.00 |
| Week: 10/22/12 10/28/12 --WT--- | | | | | | | | | | | | |
| N 4 | 5 | 10/22/12 | 10/24/12 | Wkday Late News Rotator | 10P-11P | M-W---- | :30 | 2 | \$500.00 | NM | 2 | \$1,000.00 |
| Week: 10/22/12 10/28/12 M-W---- | | | | | | | | | | | | |
| N 5 | 5 | 10/27/12 | 10/28/12 | World Series on FOX | 430p-730pm | -----SS | :30 | 2 | \$3,400.00 | NM | 2 | \$6,800.00 |
| Week: 10/22/12 10/28/12 -----SS | | | | | | | | | | | | |
| N 6 | 5 | 10/28/12 | 10/28/12 | Su 8a-9a | 8a-9a | -----S | :30 | 1 | \$100.00 | NM | 1 | \$100.00 |
| Week: 10/22/12 10/28/12 -----S | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | |
| | | | | | | | | | | | 22 | \$18,325.00 |

Signature: _____

Date: _____

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

(* Line Transactions: N = New, E = Edited, D = Deleted)

378743

378743

RUN DATE 8/08/12
 RUN TIME 17:13:32
 PAGE 1

BUY DETAIL REPORT

PROGRAM..... BRP101
 COMPANY..... Del C-410 Media
 OFFICE..... 01 San Diego
 MEDIA..... TV TELEVISION
 CLIENT..... DEM1 Carl Demasio for Mayor
 PRODUCT..... ORDER Carl Demasio for Mayor
 ESTIMATE..... C22228 10/22-10/28 BROADCAST
 STATION..... KSWB-TV KSWB-TV CHANNEL

MARKET..... SDI SAN DIEGO, CA

RATING SERVICE NSI

START/END DATES 10/01/12 - 11/06/12
 FLIGHT DATES 10/22/12 - 10/28/12
 RP35+ COVERAGE 95%
 SHARE: MAY12 PVT NOV11

| ITEM | DAY(S) | TIME | BA | COST | Q | NUMBER OF SPOTS PER WEEK | | | | | | | | | | TOTAL SPOTS | RP35+ |
|---------------------|--------|---|-----------|------|----|--------------------------|----|----|----|----|----|----|----|----|----|-------------|---------------|
| LEN | HTWK | PROGRAM | REF | | | OC | OC | OC | OC | OC | OC | OC | OC | OC | OC | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | | | | | | | | | |
| 1 | 30 | MTWTF.. 0400P-0500P DR 02 | 175.00 G | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 5 | 1.1 159.09 |
| 2 | 30 | MTWTF.. 0700A-0900A FOX5 NEWS /FOX5 MORN | 275.00 G | | | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 10 | 1.9 144.74 |
| 3 | 30 | ..WT. 0430P-0730P WORLD SERIES MLB | 3400.00 G | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 9.0 377.78 |
| 4 | 30 | MTWTF.. 1000P-1100P FOX5 NEWS 10PM | 500.00 G | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2.5 200.00 |
| 5 | 30 |SS 0430P-0730P WORLD SERIES MLB | 3400.00 G | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 9.0 377.78 |
| 6 | 30 | ..S 0800A-0900A FOX NEWS | 100.00 G | | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 111.11 |
| 10/22/12 - 10/28/12 | | | | | | | | | | | | | | | | | |
| TOTAL SPOTS | | | | | | | | | | | | | | | | 66.4 | |
| TOTAL COST | | | | | | | | | | | | | | | | 275.98 | |

4-5p Dr 02
 7-9a News
 430-730 World Series
 10-11p News
 430-730 World Series
 8-9a Sun News

Spots 10/22/12